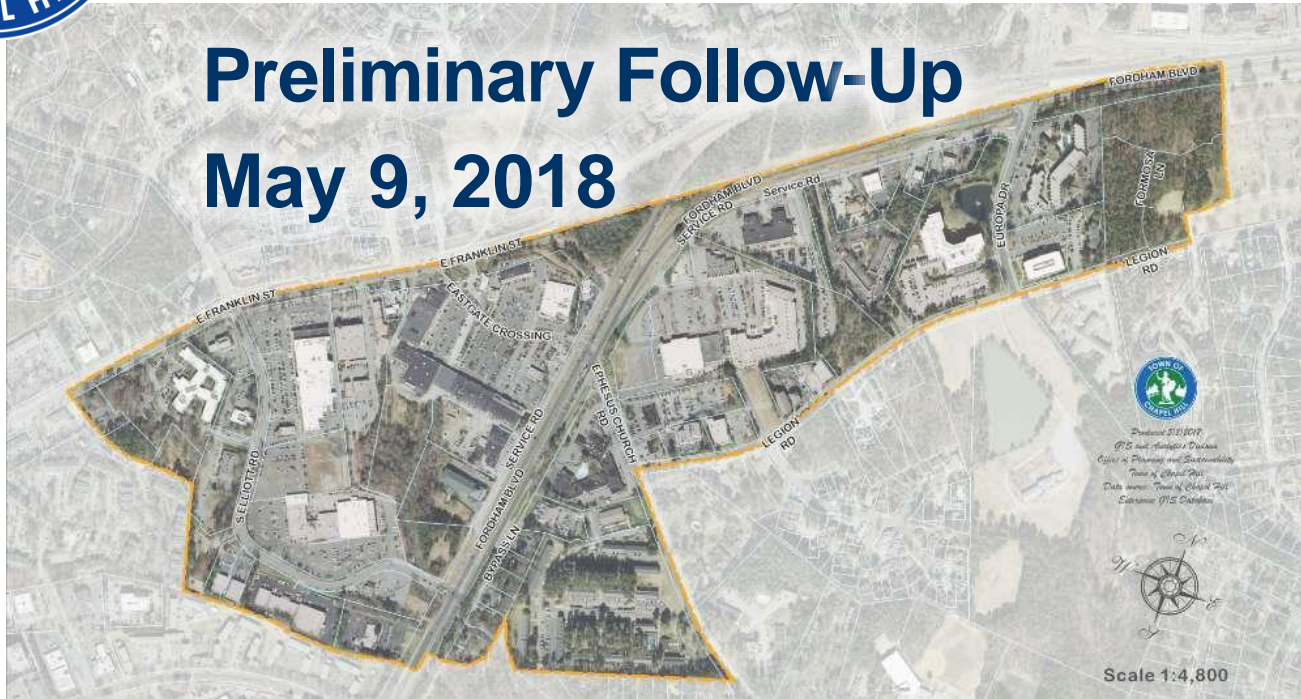




Blue Hill District Council Petition

Preliminary Follow-Up May 9, 2018



Petition Interests

As Submitted March 14, 2018

1. Increase **non-residential development** with density bonuses or other mechanisms
2. Identify strategies for providing more **affordable housing**
3. Address building size and massing concerns to improve **place-making and permeability**

Implementation Tools

- **LUMO text amendments**
 - To address:
 - (1) incentives for non-residential
 - (2) affordable housing
 - (3) massing and permeability
- **Site-specific strategies**
 - To address:
 - (2) affordable housing
(to be presented at a later date)

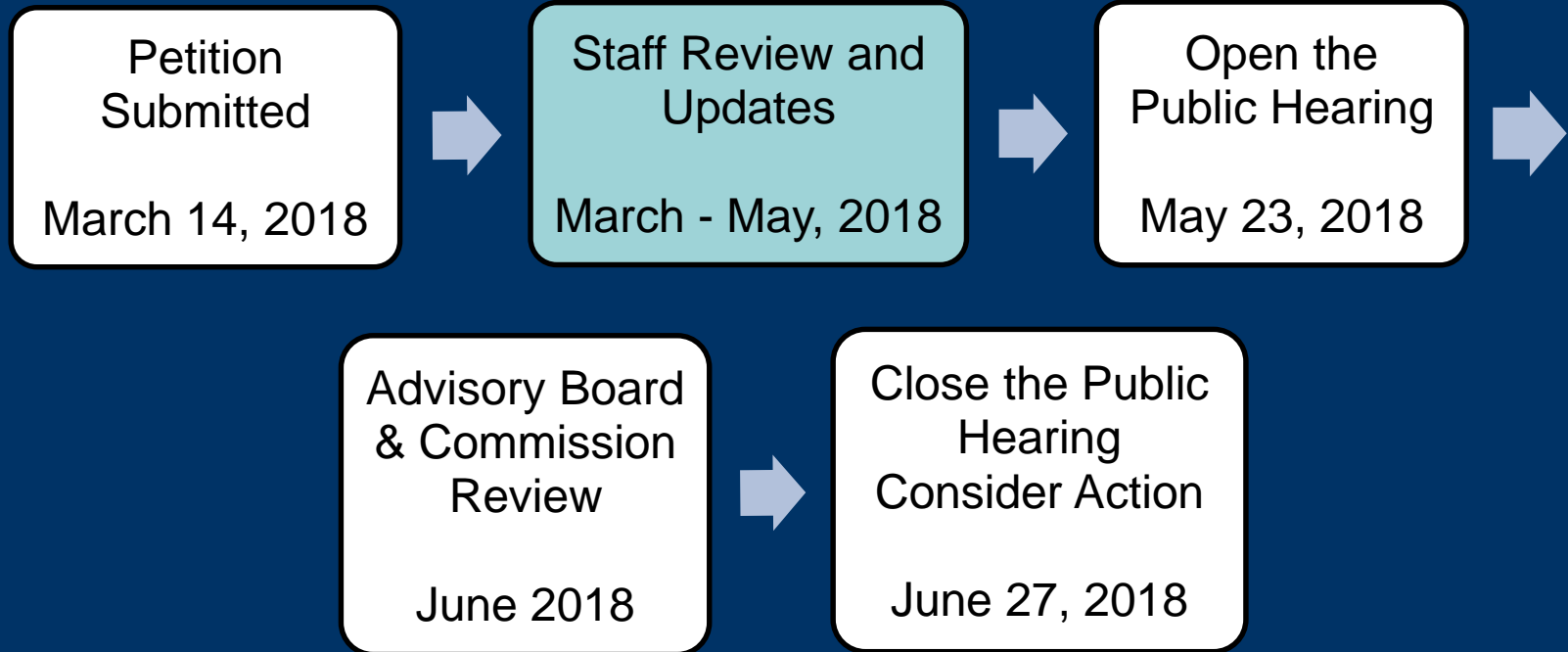
Tonight's Focus: LUMO Text Amendments

- ❑ (1) Incentive Options for Non-Residential
- ❑ (3) Potential Standards for Massing and Permeability
- ❑ Questions and Feedback

Requested Action

- Receive information
- Provide preliminary feedback

LUMO Text Amendment Process



Topic 1: Incentive Options for Non-Residential

Interest

- Encourage developers to include commercially contributing square footage in projects



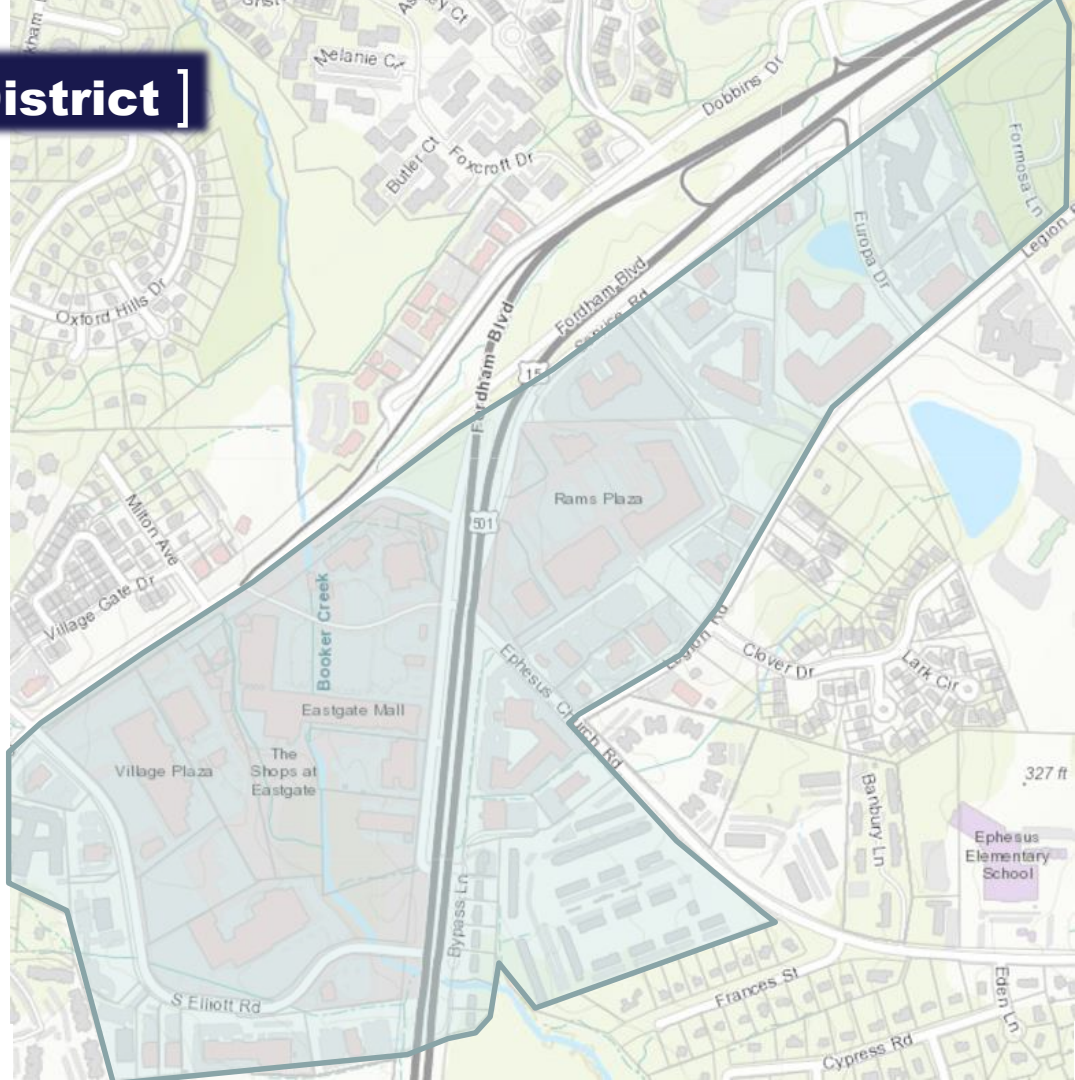
Topic 1: Options Previously Shared with Council

	Option 1:	Option 2:	Option 3:
2-3 floors in height:	All uses permitted by Code are allowed	All uses permitted by Code are allowed	All uses permitted by Code are allowed
4-7 floors in height:	Entire building must be 50% non-residential uses (by floor area)	Any floor area exceeding 3 floors must be 50% non-residential uses	At least 1 floor must be non-residential use
<i>Examples:</i>	<i>3 levels of commercial, below 4 levels of residential with smaller floor plates</i>	<i>5 floors: At least 1 level of commercial, OR 7 floors: At least 2 levels of commercial</i>	<i>Ground floor retail with up to 6 levels of residential above</i>
<i>Pros:</i>	<i>Potential significant increase in commercial development; Expands likely non-residential uses beyond ground-floor retail</i>	<i>Potential moderate increase in commercial development; Expands likely non-residential uses beyond ground-floor retail</i>	<i>Potential increase in commercial development; Encourages ground-floor retail that meets Blue Hill goal of active streets; Smaller square footages easier for market to absorb</i>
<i>Cons:</i>	<i>May not allow more residential units than could be achieved with a 3-floor project - not an incentive to residential developers; Market demand for office may not support this much square footage</i>	<i>Could still create a challenge for residential developers to do mixed use</i>	<i>Office less likely since requirement could be satisfied by ground-floor retail</i>

Topic 1: Updated Set of Options

	Option 1:	Option 2:	Option 3:	Option 4:
2-3 floors in height:	All uses permitted by Code are allowed	All uses permitted by Code are allowed	All uses permitted by Code are allowed	No change to current max height; establish certain locations in the District for non-residential use only
4-7 floors in height:	Entire building must be 50% non-residential uses (by floor area)	Any floor area exceeding 3 floors must be 50% non-residential uses	At least 1 floor must be non-residential use	
<i>Examples:</i>	<i>3 levels of commercial, below 4 levels of residential with smaller floor plates</i>	<i>5 floors: At least 1 level of commercial, OR 7 floors: At least 2 levels of commercial</i>	<i>Ground floor retail with up to 6 levels of residential above</i>	<i>Hotel or Office building with ground floor retail on sites with good road frontage</i>
<i>Pros:</i>	<i>Potential significant increase in commercial development; Expands likely non-residential uses beyond ground-floor retail</i>	<i>Potential moderate increase in commercial development; Expands likely non-residential uses beyond ground-floor retail</i>	<i>Potential increase in commercial development; Encourages ground-floor retail that meets Blue Hill goal of active streets; Smaller square footages easier for market to absorb</i>	<i>With the number of units being considered in planning stage and already approved, market demand for commercial may be close for the district</i>
<i>Cons:</i>	<i>May not allow more residential units than could be achieved with a 3-floor project - not an incentive to residential developers; Market demand for office may not support this much square footage</i>	<i>Could still create a challenge for residential developers to do mixed use</i>	<i>Office less likely since requirement could be satisfied by ground-floor retail</i>	<i>We have a really strong un-met housing demand and this could limit future potential.</i>

[The Blue Hill District]

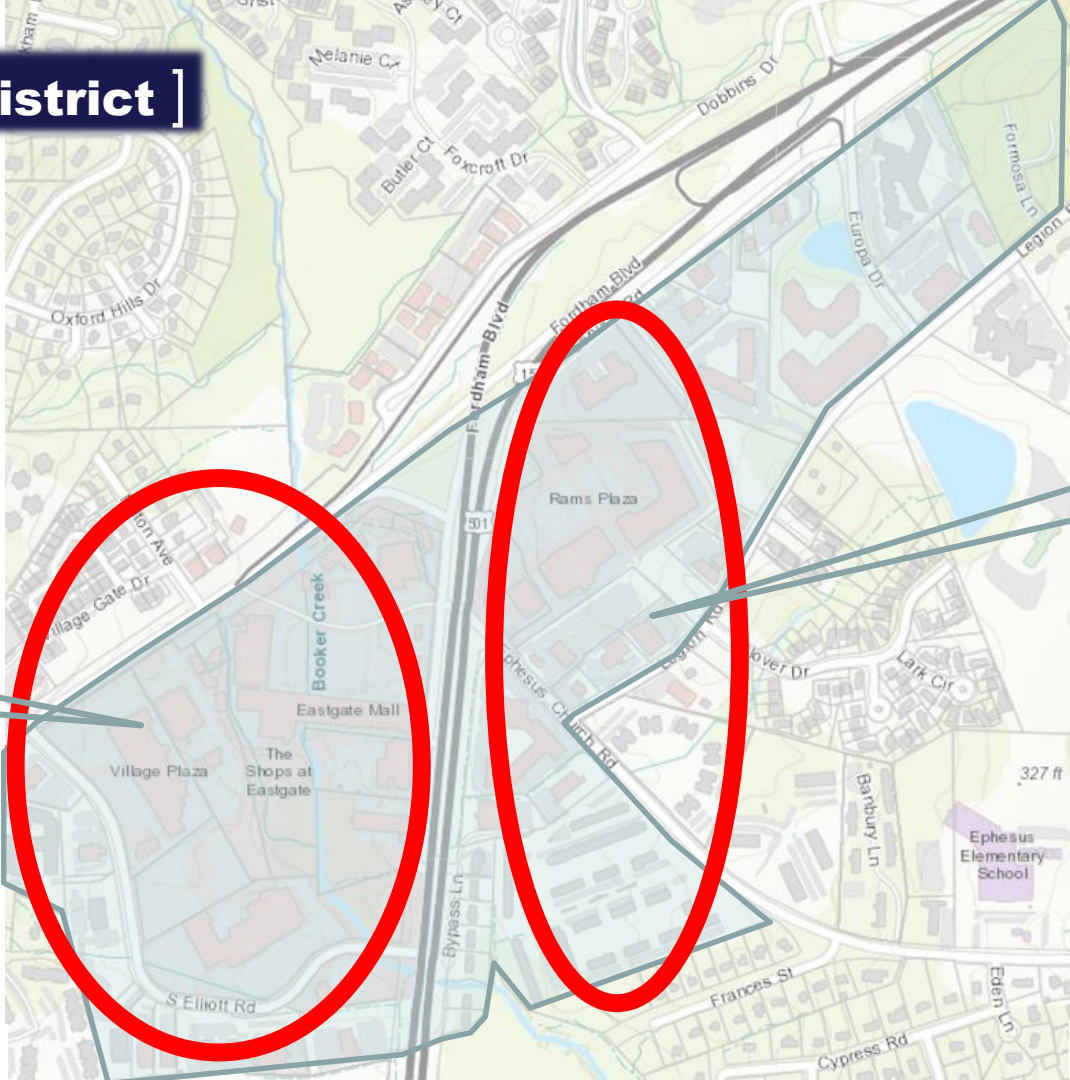


[The Blue Hill District]

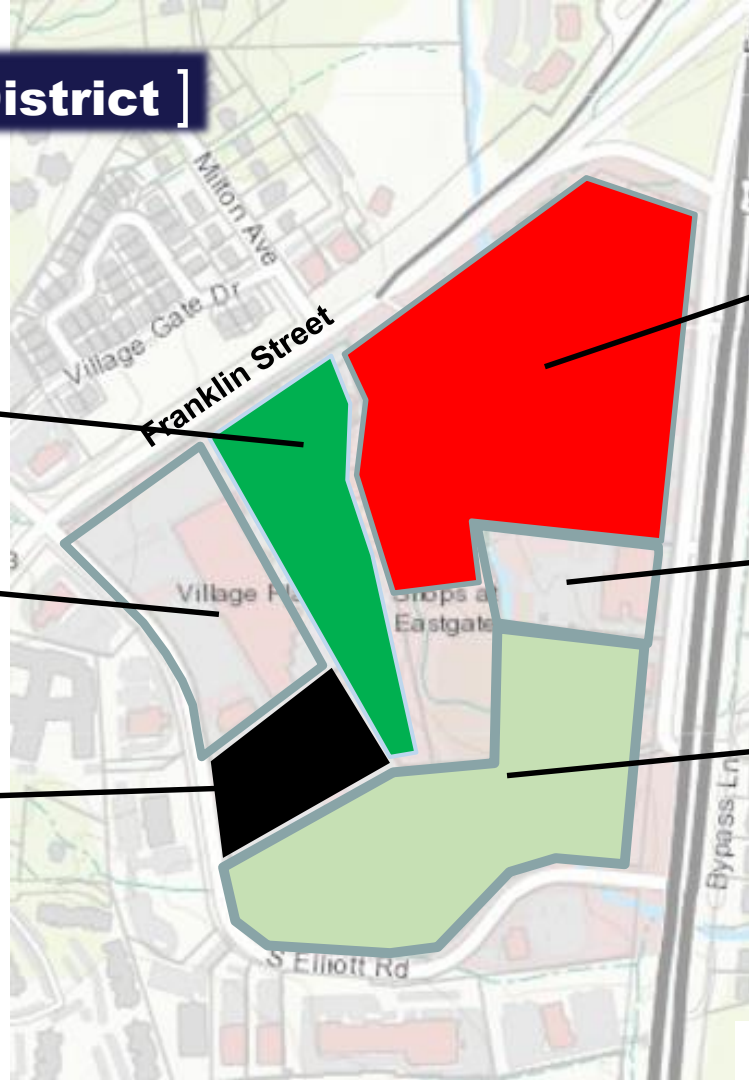
Two sides of the district divided by Fordham Boulevard.

Area 1

Area 2



[The Blue Hill District]



Could be redeveloped

No major redevelopment planned

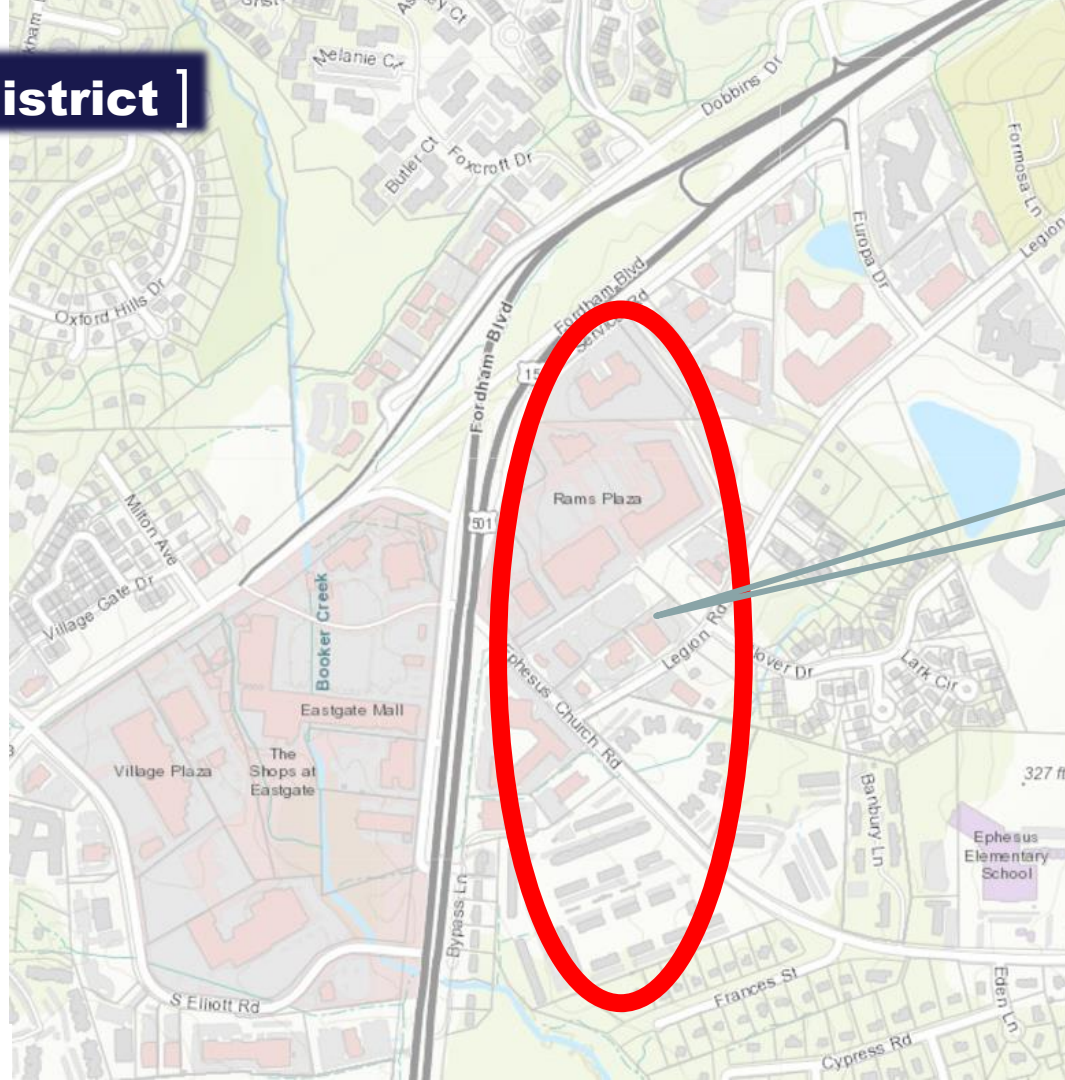
Redeveloped

Existing issues with further redevelopment

No known Intent

Being redeveloped

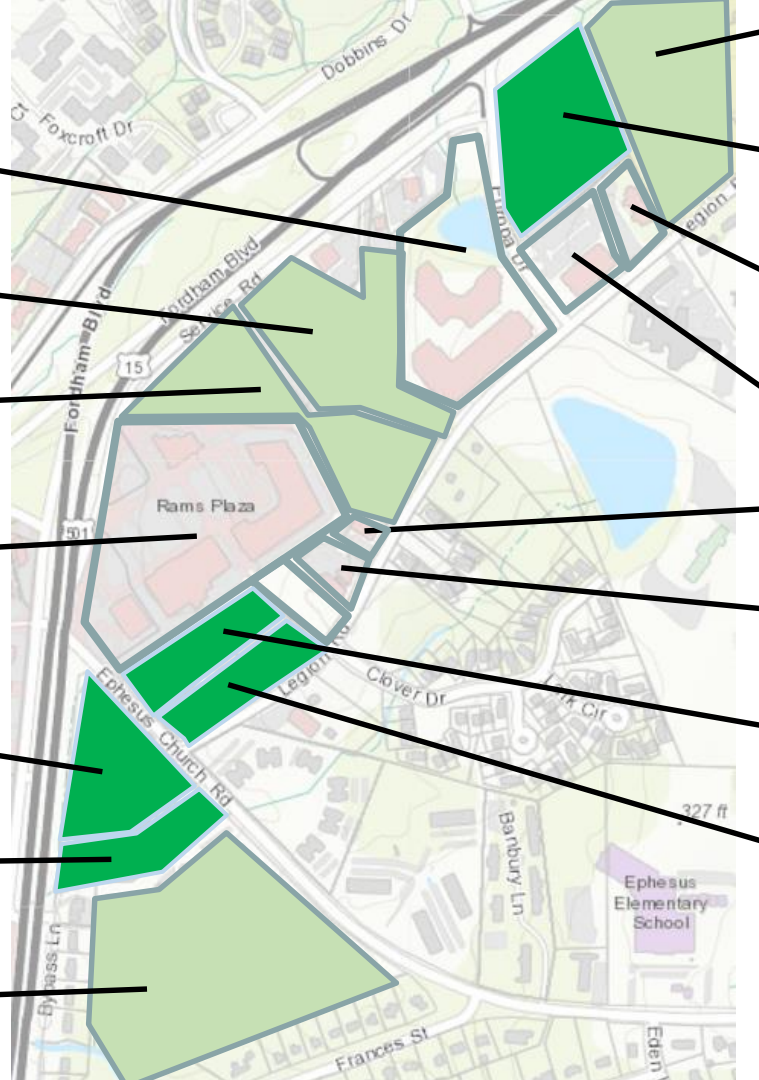
[The Blue Hill District]



Area 2

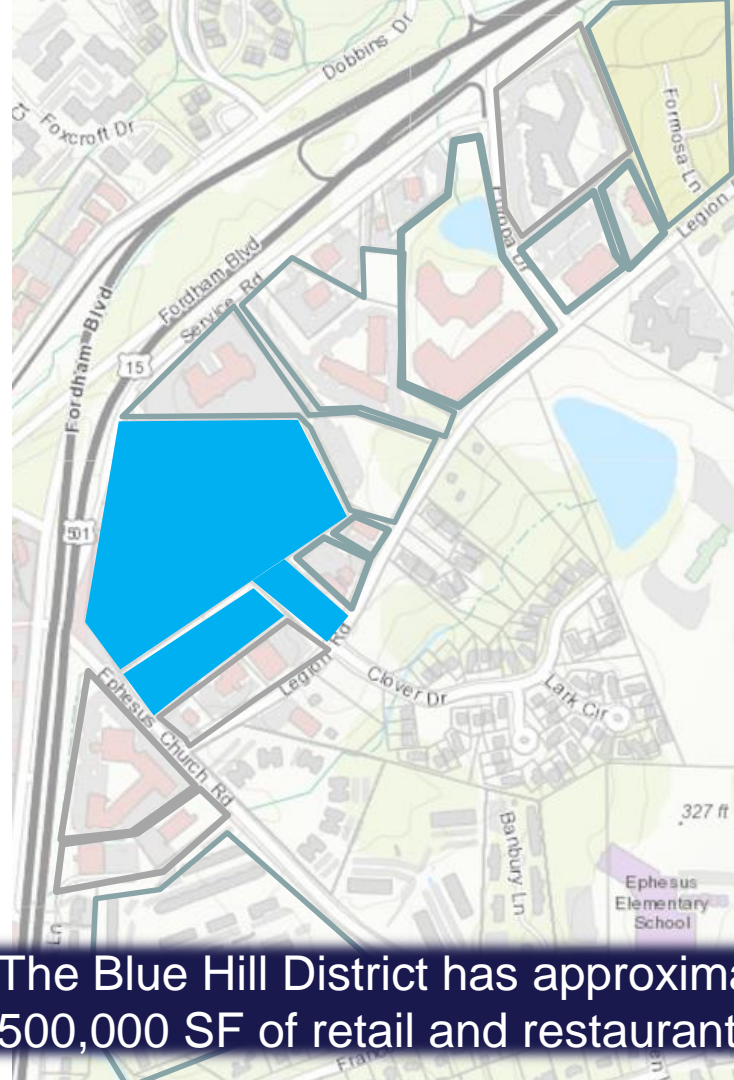
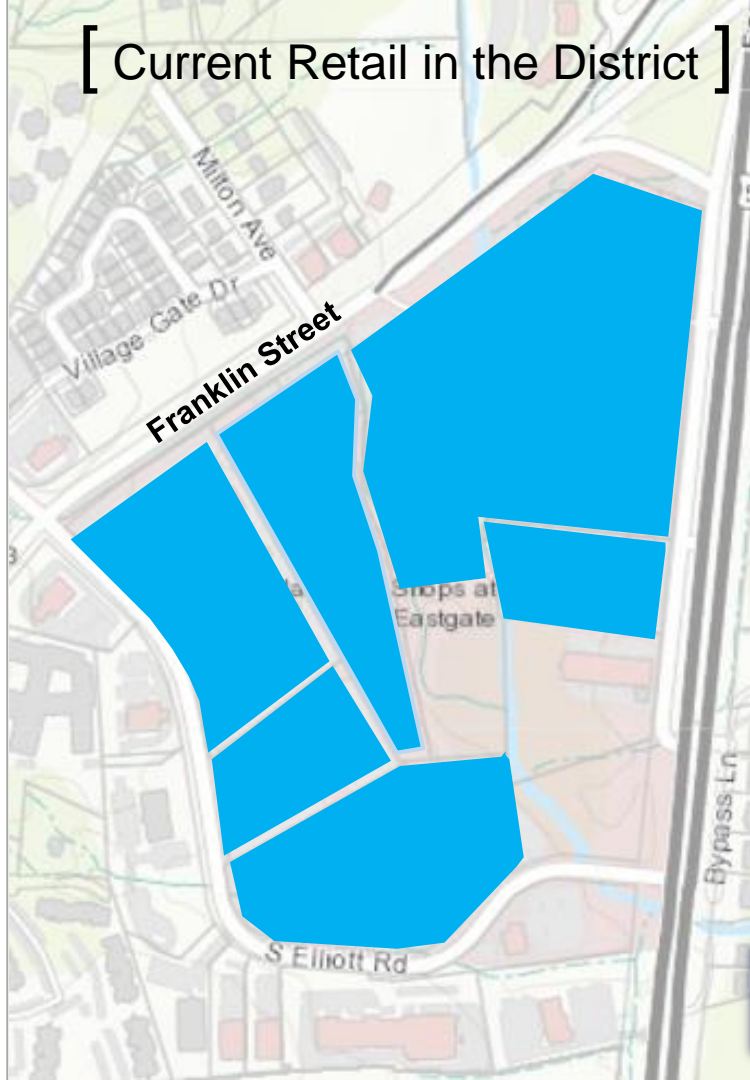
[The Blue Hill District]

- No known Intent (existing office)
- Being Redeveloped
- Being Redeveloped
- No known Intent beyond previous investment
- Could be redeveloped
- Could be redeveloped
- Being Redeveloped



- Greenfield redevelopment
- Could be redeveloped
- No known Intent
- No known Intent
- No known Intent
- No known Intent
- Could be redeveloped
- Could be redeveloped

[Current Retail in the District]



- The Blue Hill District has approximately 500,00 SF of retail and restaurants

Topic 1: Market Economics



- It would be beneficial to understand how deep our residential demand is and how much demand remains.
- Recent market data seems to show that there has been some slowing of the growth of rental rates which seems to reinforce that the market is responding to the residential that has been built.

Topic 1: Market Economics

- The multi-family residences help to create a market for retail and restaurants in the District. We have seen evidence of this with new shops and restaurants at Eastgate Crossing, Elliot Square, Ram's Plaza and coming to Village Plaza.



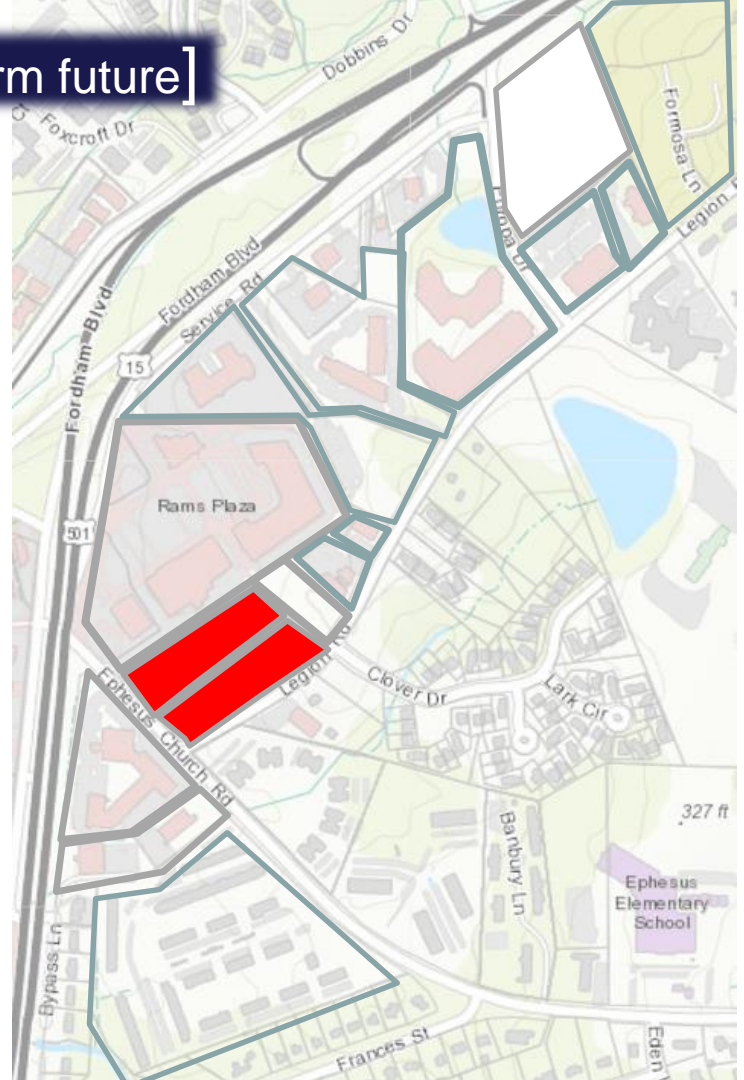
- Development is shaped by market demand in addition to regulations

Topic 1: Market Economics



- Once the residential/multi-family is built and the retail/restaurants strengthened, a new demand for office can develop to support jobs in the District.
- This new demand will be supported primarily by the District first and the Chapel Hill/regional market second.

[Potential redevelopment sites in the short-term future]



Topic 1: Categories of Options for Non-Residential

- **HEIGHT:** Require Non-residential for building height over 3 stories
- **LOCATION:** Limit where Residential-only projects are allowed in the District



Topic 1: Options Related to Building Height

	Required based on Height:	Required based on Location:
Residential only use:	Permitted for 2-3 story buildings	Not permitted in certain areas or only permitted as Special Use
Non-Residential use:	4+ story buildings must include non-residential <ul style="list-style-type: none">- At least 1 floor or- 50% of additional floors or- 50% of all floors	All of projects must be non-residential in certain areas <ul style="list-style-type: none">- New Subdistrict or- Limit/remove residential in WX Subdistricts
<i>Examples:</i>	<i>Ground floor retail or 2-3 levels of office, with residential levels above</i>	<i>Hotel or Office building with ground floor retail</i>

Topic 1: Options Related to Building Height

- Mixed Use building construction
 - Lower commercial floors typically concrete podium
 - Residential floors above typically wood frame (up to 5 floors)



Topic 1: Options Related to Building Location

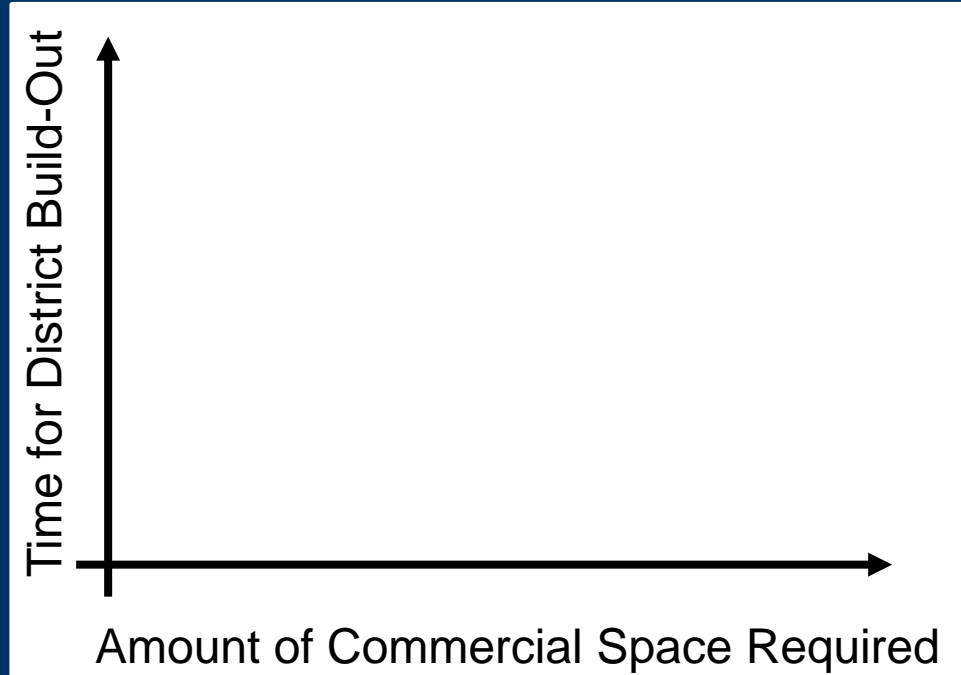
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<i>Examples:</i>	<i>Ground floor retail or 2-3 levels of office, with residential levels above</i>	<i>Hotel or Office building with ground floor retail</i>

Topic 1: Zoning Subdistricts

- WX Subdistricts (WX-5 and WX-7, shown in purple) cover most of District
- WR Subdistricts (orange) do not allow Commercial uses



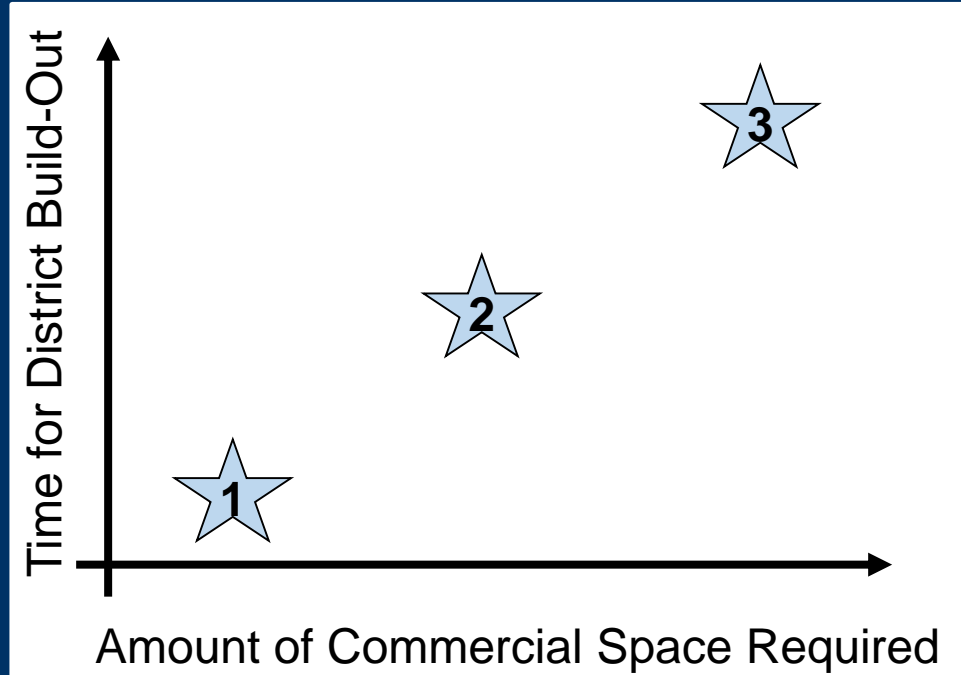
Topic 1: Impact of Regulation on Pace of Development



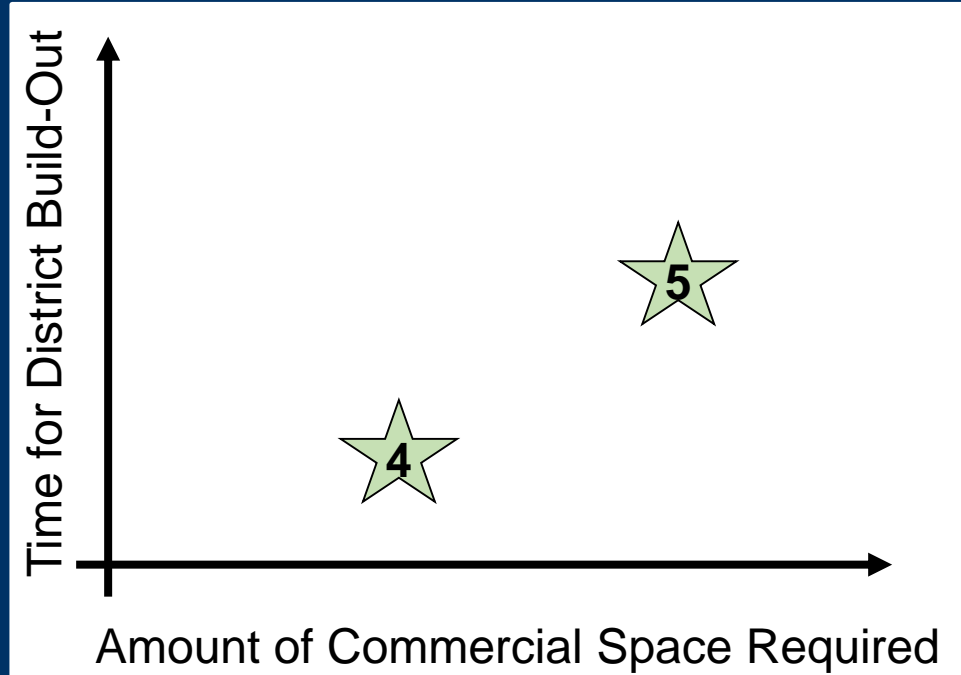
Topic 1: Impact of Regulation on Pace of Development

Building Height Options

1. Ground floor commercial
2. 50% of floor area, 4th floor and above
3. 50% of floor area, all floors



Topic 1: Impact of Regulation on Pace of Development



Location Options

4. New commercial subdistrict
5. Limit residential in WX subdistricts

Topic 1: Weighing the Options

	Required based on Height:	Required based on Location:
Standard:	4+ story buildings must include non-residential	All of projects must be non-residential in certain areas
<i>Pros:</i>	<i>If development occurs it would be commercial contributing. Could be retail or office to support the District</i>	<i>With the number of units being considered in planning stage and already approved, market demand for commercial may be close for the district.</i>
<i>Cons:</i>	<i>Development may not occur if residential developer must include a certain amount of commercial</i>	<i>We have a really strong un-met housing demand and this could limit future potential.</i>

Potential Path Forward

- **Limit Residential in the WX Subdistricts by amending the Use Table to only allow attached, group and multifamily living as Special Uses**

3.11.3.4. Permitted Use Table

Uses permitted by subdistrict are shown below. Broad use categories have been established in order to regulate a variety of similar uses and are defined in Sec. 3.11.3.5. Customary accessory and temporary categories, as determined by the Town Manager, are permitted in the Form Districts, including, but not limited to, home occupations, food trucks and trailers, and outdoor seasonal sales, subject to issuance of a Zoning Compliance Permit.

PERMITTED USES	WR-3	WR-7	WX-5	WX-7	Def./Stds.
Residential Uses					
Household living, as listed below:					Sec. 3.11.3.5.A
Detached living	--	--	--	--	Sec. 3.11.3.5.A.1.a
Attached living	P	P	P	P	Sec. 3.11.3.5.A.1.b
Multifamily living	P	P	P	P	Sec. 3.11.3.5.A.1.c
Group living	--	P	P	P	Sec. 3.11.3.5.A.2
Social service living	--	--	S	S	Sec. 3.11.3.5.A.3
Public Uses					
Civic/Place of Worship	P	P	P	P	Sec. 3.11.3.5.B.1
Parks & open space	P	P	P	P	Sec. 3.11.3.5.B.2
Utilities, minor	P	P	P	P	Sec. 3.11.3.5.B.3
Utilities, major	S	S	S	S	Sec. 3.11.3.5.B.4
Commercial Uses					
Commercial parking	--	--	S	S	Sec. 3.11.3.5.C.1
Day care	--	--	P	P	Sec. 3.11.3.5.C.2
Indoor recreation	--	--	P	P	Sec. 3.11.3.5.C.3
Medical	--	--	P	P	Sec. 3.11.3.5.C.4
Office	--	--	P	P	Sec. 3.11.3.5.C.5
Outdoor recreation	--	--	--	--	Sec. 3.11.3.5.C.6
Overnight lodging	--	--	P	P	Sec. 3.11.3.5.C.7
Personal service	--	--	P	P	Sec. 3.11.3.5.C.8
Restaurant/bar	--	--	P	P	Sec. 3.11.3.5.C.9

Topic 3: Standards for Massing and Permeability

Interest

- Increase permeability to address community concerns about building size
 - Visual permeability



Topic 3: Standards for Massing and Permeability

Interest

- Increase permeability to address community concerns about building size
 - Visual permeability
- Improve placemaking: creating and connecting public spaces
 - Pedestrian permeability

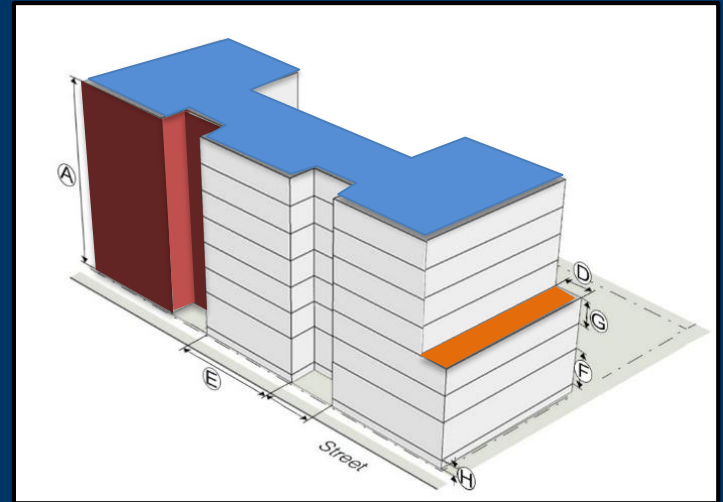


Topic 3: Standards for Massing and Permeability

Ongoing discussions

(associated with Design Guidelines, back to Council on May 23)

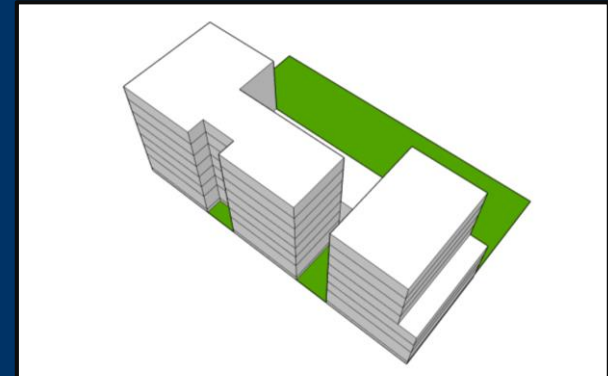
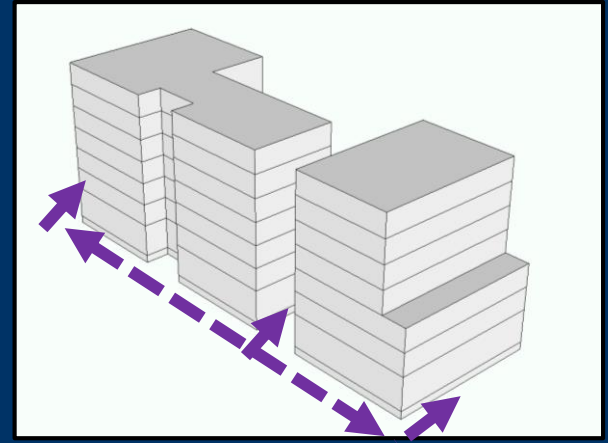
- Maximum upper story floor plate, as percentage of floors below
- Maximum module length
- Pass-throughs proportional to building size



Topic 3: Standards for Massing and Permeability

Other Options

- Requiring Pass-throughs be linked to outdoor amenity spaces
- Maximum Building Footprint (absolute)
- Maximum Lot Coverage (percentage)
- Maximum Building Length



Topic 3: Design Considerations

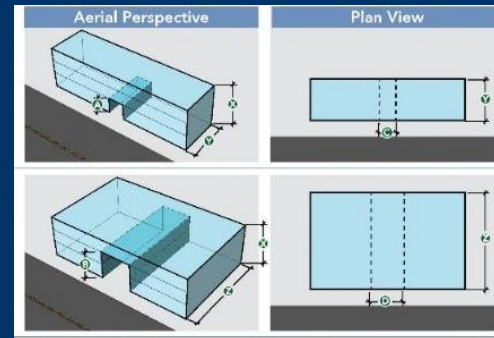
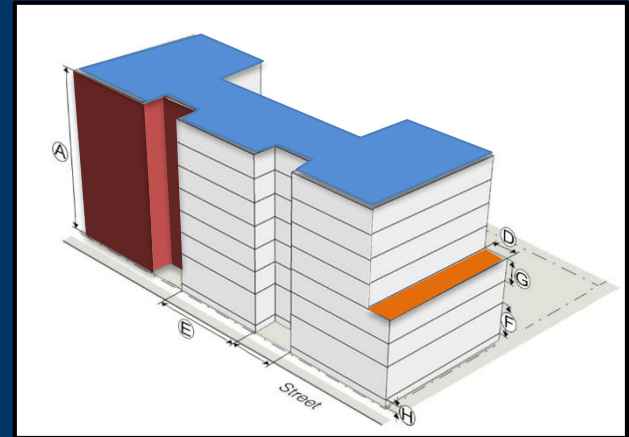
	Linking Pass-throughs to amenity spaces:	Maximum Building Footprint	Maximum Lot Coverage:	Maximum Building Length:
Addresses Building Size <i>(visual permeability)</i>	No	<i>Yes, but not building height; could become suburban</i>	<i>Yes, but character of non-building areas must be considered</i>	<i>Yes, architecturally, depending on building separation</i>
Addresses Placemaking <i>(pedestrian permeability & public realm)</i>				

Topic 3: Design Considerations

	Linking Pass-throughs to amenity spaces:	Maximum Building Footprint	Maximum Lot Coverage:	Maximum Building Length:
Addresses Building Size <i>(visual permeability)</i>	No	<i>Yes, but not building height; could become suburban</i>	<i>Yes, but character of non-building areas must be considered</i>	<i>Yes, architecturally, depending on building separation</i>
Addresses Placemaking <i>(pedestrian permeability & public realm)</i>	<i>Yes, increasing walkability</i>	<i>Depends on character of non-building areas, public versus private, etc.</i>	<i>Depends on character of non-building areas, public versus private, etc.</i>	<i>Depends on character of non-building areas, public versus private, etc.</i>

Potential Path Forward

- **Implement Massing Standards in process** (associated with Design Guidelines) and evaluate impact



Staff Recommendation

- Receive information
- Provide preliminary feedback